

Agency 066
Wyoming Office of Tourism Annual Report
FY12

General Information

Agency name:

Wyoming Office of Tourism

Director's name and official title:

Diane Shober, Director

Agency Contact person:

Diane Shober

Agency Contact phone:

307-777-7777; 307-777-2808 (Director's direct line)

Mailing address:

1520 Etchepare Circle
Cheyenne, WY 82007

Web address (URL):

www.wyomingtourism.org (consumer site)

www.wyomingofficeoftourism.gov (industry sites)

www.wyomingfilm.org (film office site)

Other Locations (Street addresses not required):

None

Statutory References:

W.S. 9-12-1001 through 1002 Wyoming Tourism Board

W.S. 9-12-402 through 406 Film and Video Promotion

Clients Served:

Vacationing Public; Travel Trade; Wyoming Tourism-Related Businesses and Services; Film Production Trade Professionals and Organizations.

Budget Information (Expenditures for FY12):

\$11,998,621.00

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Name of Department/Division/Program: Wyoming Office of Tourism

Report Period: FY12 (July 1, 2011 through June 30, 2012)

Wyoming Quality of Life Result:

- Wyoming values the unique aspects of its western heritage, providing residents and visitors expanding access to cultural, historical and recreational experiences.
- Wyoming has a diverse economy that provides a livable income and ensures wage equality.

Contribution to Wyoming Quality of Life:

Wyoming Office of Tourism supports these goals by promoting and facilitating increased travel to and within the state of Wyoming. A healthy tourism economy contributes to business sustainability and strengthens the industry's job and income generation capacity.

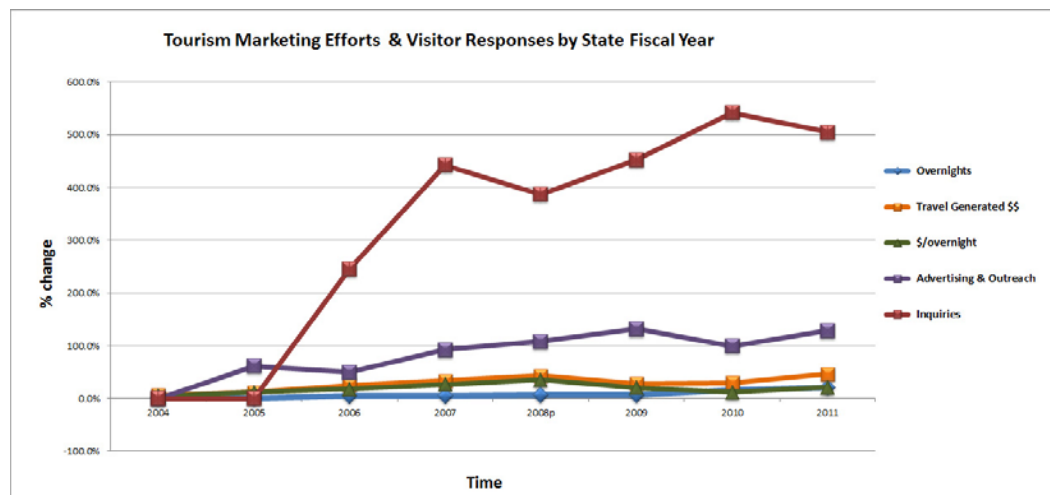
Basic Facts:

Wyoming Office of Tourism has 26 full-time and part-time staff positions and operates with a biennium budget of \$24,897,242. The funding sources for the budget are 100% general funds.

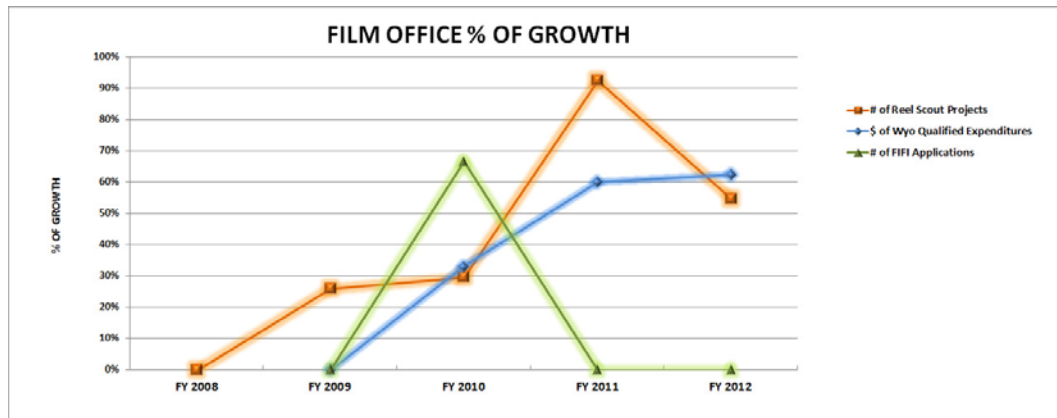
Programs include sales and marketing efforts in the following areas:

- Advertising, Web and Research
- Domestic Tourism Marketing
- Customer Service, Welcome Centers and Fulfillment
- International Tourism Marketing
- Media and Public Relations
- Film, Arts and Entertainment

Performance:



(Note: All data reflects calendar year 2011 with the exception of Marketing and Outreach which reflects FY12)



Story behind the last year of performance:

Wyoming Office of Tourism (WOT) is the agency charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences. The local tourism industry relies on WOT to create an umbrella marketing campaign, promoting Wyoming as an ideal vacation destination and positioning Wyoming against competitive brands as the destination of choice.

Aware consumers are twice as likely to visit as non-aware consumers. Effective advertising and outreach efforts create brand awareness. Once deployed, potential visitors respond to marketing campaigns and are driven to explore Wyoming vacation planning information through the website, call center and publications (inquiries). As WOT's advertising and outreach efforts increase, so has the volume of inquiries as a result of those efforts. An increase in inquiries is a direct result of increased awareness which is a result of increased and consistent messaging in the marketplace. While advertising and outreach grew by 128% from FY04 to FY11, during that same time inquiries grew by five (5) times that much.

Awareness about a destination leads to inquiries and in turn, inquiries lead to actual visits. Actual visits are measured in overnights (i.e., 10 overnights could be measured as 1 visitor staying for 10 nights, or 10 visitors staying for 1 night) which generates direct travel-generated sales on such things as shopping, accommodations, gasoline and fuel, food, entertainment and recreation, just to name a few. Increasing the number of visitors and/or extending their length of stay are both growth factors in a healthy, sustainable tourism economy.

By creating and implementing a fully integrated marketing campaign, WOT builds business potential for Wyoming constituents who operate tourism-related businesses and services, adding strength to the Wyoming travel industry . . . an industry predominantly made up of small, independent businesses. The six (6) year trend analysis indicates that it's working. While the number of overnights has grown by nearly 16%, the expenditures per overnight have grown at two (2) times that rate.

It is important to note that Wyoming's tourism industry is subject to outside influences over which the division has no control. Natural catastrophes (fires; floods) and global issues (terrorism; housing market; presidential elections; gas prices) can have a profound impact on people's ability and willingness to travel. The fluctuating national economy and fuel prices may continue to effect consumers' travel and in turn, travel to Wyoming.

The purpose of the Wyoming Film Office is to promote Wyoming locations as settings for film production. When production companies film in Wyoming, they contribute to the economic vitality of that local community and to the state as a whole. Production companies purchase goods and services from local businesses, including everything from accommodations, food and beverage, hardware and lumber supplies, equipment rental and more. They also employ local crews ranging from just a few to hundreds. Film production also contributes significantly to Wyoming's tourism economy by enhancing the public visibility through television, DVD and motion picture distribution.

The Wyoming Film Industry Financial Incentive (FIFI) program was developed to provide the entertainment industry a financial incentive and make Wyoming more competitive in bringing the jobs, economic impact and tourism promotion that on-location filming contributes to a state. FIFI legislation was passed by Wyoming's 57th Legislature and enacted into law in February 2007.

Through marketing and promotion efforts, awareness about location opportunities, the incentive program and the increased number of qualified work force has expanded interest in filming in Wyoming. Film Office inquiries are fulfilled through an online packaging system called "Reel Scout." The software combines a comprehensive contact management system, digital photography library and a local crew database to better showcase Wyoming's production resources. By utilizing the web-based Reel Scout database, the Film Office can increase the number of digital images and location packages offered to production companies. The system allows the Film Office to track requests from production companies including the status of projects, locations scouted and city or county statistics to measure usage. From FY08 to FY12, the number of Reel Scout location packages distributed has increased by 55%.

In FY09, the FIFI program began to show concrete production activity so it serves as the performance benchmark for FIFI activity including the number of applications as well as total economic value of productions while filming in Wyoming. Since the inception of the program, thirteen FIFI projects have been approved, representing just over \$5 million in Wyoming expenditures for the purchase of in-state goods and services associated with film production.

What has been accomplished:

1. Expand research requirements on all levels:

- With the "Roam Free" campaign in its second year, the WOT continued to measure consumer awareness of Wyoming advertisements in key markets and nationally. Achieved a 61% awareness level across target markets, up from 55% in 2011 while awareness in the largest target market, Chicago, jumped 12% alone. Awareness nationally increased to 38%, an increase of 9% over the previous year.
- The Roam Free campaign operated with better efficiency in 2012. Cost to reach an aware household dropped from \$.17 to \$.12 in 2012. This is a 30% increase in efficiency compared to 2011.
- Provided \$14,500 in co-op research dollars to five industry organizations:
 - Carbon County Visitor Council – Lodging Study, Conversion Study
 - Park County Travel Council – Lodging Study
 - Campbell County Convention and Visitors Bureau – Lodging Study, Conversion Study
- Continued with the Wyoming Tourism Master Plan effort. Worked with the Wyoming Business Council on legislative language to allow for planning dollars through Business Ready Community Program. These dollars would be available to support many of the potential tourism-related economic development projects identified in the Tourism Product Demand Assessment created in FY11.

2. Enhance consistency and distribution of advertising message:

- Based on communication and impact scores television and print creative elements of the Roam Free campaign were modified for the second year of the campaign. Enhancements included adding a celebrity voiceover from well-known actor Robert Duval to the TV commercials and changing the text placement and size to allow large landscape images to flourish in the print ads.
- Increased the reach and awareness of the advertising campaign from 26.6 million households to 35.9 million households in key markets, a 35% increase.
- Increased the efficiency of the Search Engine Marketing (SEM) campaign by lowering the cost per click 14% and increasing the click through rate 140% compared to FY11. Travel guide requests attributable to the SEM campaign also increased by 37%.
- Achieved 30% added-value to the media buy, representing approximately \$790,537 in no cost media placement.
- Continued an in-season, summer TV campaign in regional markets (Denver, Salt Lake City, Pocatello, Idaho Falls, Bozeman, Butte, Billings, Rapid City, Boise) using a retail-focused campaign titled Wyoming Adventurescapes. This effort featured vacation packages from specific businesses across the state promoted via television, online, out-of-home, email and a newspaper insert.
- Redesigned the monthly Wyoming Roundup e-newsletter to complement new site design.
- Launched an additional monthly newsletter to promote summer deals and packages campaign called Adventurescapes. Average open rate is 15.5% and average click through rate is 15.1%
- Participation in the advertising co-op program included 164 co-op advertisers spending \$675,615:
 - Official Wyoming Travelers Journal (OTJ) – 80 advertisers - \$423,638
 - Branded Fulfillment Envelop – 12 advertisers - \$30,915
 - Official Wyoming Tourism Website – 17 advertisers - \$27,517
 - Spring/Summer newspaper co-op – 39 advertisers - \$150,400
 - Roundup E-newsletter – 8 advertisers - \$6,145
 - Search Engine Marketing co-op – 8 advertisers - \$37,000
- Achieved a 19% increase in leads/sweeps entries over FY11 associated with the Spring/Summer newspaper co-op. Pageviews for this co-op also increased 20%.
- Developed a new integrated social media strategy and continued to integrate social media channels and messaging into the overall campaign strategy. Results included the following:
 - Facebook
 - 15,244 fans (137% increase)
 - Twitter
 - 6,272 followers (18% increase)
 - YouTube
 - 91,215 Views (2% increase)
 - Flickr
 - 89 members (19% increase)
 - 3,838 items (59% increase)
 - Blogs
 - Roundup Blog – 23,526 pageviews (202% increase)

3. Enhance the planning tools to meet/exceed the expectations of the today's consumer:

- Conducted a Request for Proposal (RFP) for the following marketing services: web developer, publisher, content provider and fulfillment provider. MMGY Global was selected as the vendor to provide web development services. Miles Media Group was selected as the vendor to provide publishing, content and fulfillment services.
- Launched a completely redesigned website in April 2012, featuring new design and simplified navigation. Utilized current back end database structure for efficiency and consistency. Research

showed that consumers responded well to the new site with 37% stating a very positive experience, compared to 27% very positive on the old site.

- Traffic to the WOT website decreased to 1.66 million users in FY12, down 3% from FY11.
- Employed the Google search appliance on new website to provide more logical and relevant search functionality.
- Elevated mapping functionality and visibility on the new website to enhance user experience.
- Created a new Roam Free section on the website to provide consumers with multiple ideas for extending their length of stay during a Wyoming vacation.
- Launched a new mobile and tablet version of the main WOT website with complementary design, functionality and navigation.
- To better integrate the *Official Travelers Journal* and the website, implemented quick response (QR) codes in the OTJ, allowing consumers to view videos and/or be taken to the new mobile website for additional information.
- Created a new strategy for developing content for all platforms (OTJ, web, newsletter, blog). This new strategy employs a new software tool (BrightEdge) to provide guidance on content creation based on keywords consumers are using when searching for Wyoming vacation information.

4. Expand media relationships and product offerings:

- Traditional media continued to increase although there was a decrease in ad value due to the number of newspapers and magazines decreasing their print circulation while increasing their online viewership. This results in an increase in circulation but a slight decrease in ad value.
- Total number of articles – 68,958 – 45% increase over FY11
- Total circulation – 17,899,555,038 – 60% increase over FY11
- Total ad value – \$51,717,674.71 – 7% decrease from FY11
- Hosted 80 journalists via personalized press trips to Wyoming. Journalists included both domestic and international markets:
 - USA – 57
 - U.K. – 3
 - Germany – 6
 - France – 5
 - Italy – 6
 - Russia – 2
 - Australia – 1
- Produced a promotional video and commercial for Hot Springs County as part of an assistant program that was started in FY11.
- Produced television news features showcasing a variety of areas and activities in the state including Wyoming Whiskey, Heart Mountain Interpretive Learning Center, Wyoming Dinosaur Center, the renovation of the Buffalo Bill Museum and more.
- Created an online Press Room for wyomingtourism.org to replace the WYOmusing's blog. The new press room is simple and easy for journalists to download images, story ideas and request video footage. The traffic to our homepage far outweighed traffic to our WYOmusing's blog.
- Contracted with PitchEngine to host and distribute our press releases online and integrated their program with the new Press Room.
- Hosted media receptions and conducted desk side appointments with travel writers in Los Angeles and Chicago. Between the two (2) events, met with 55 writers/key media contacts.
- Conducted one-on-one appointments with international travel writers at the Media Marketplace during U.S. Travel Association's International Pow Wow in Los Angeles.
- Attended the Travel Blogger Exchange (TBEX) and conducted appointments with 25 travel bloggers while attending break-out sessions on how best to qualify and work with travel bloggers.

- Produced news features related to Wyoming pro rodeo athletes and the Wrangler National Finals Rodeo. News packages were aired during local newscasts in Billings and Bozeman, MT; statewide in Wyoming; Pocatello and Idaho Falls, ID; and Rapid City, SD.
 - Integrated video clips into the newly designed website.
 - Branding was continued for “The Rodeo Hand” blog through advertising, promotional items and the Cowboy Marketing program. Increased page views by 33% from 17,007 views in FY 2011 to 22,674 views in FY12.
 - Revised the Crisis Communications Plan and worked with Governor Matt Mead’s office to implement the plan for an unprecedented early wildfire season in the spring of 2012.
5. Strengthen Wyoming’s competitive position in the International marketplace:
- Participated in three (3) trainings in southern England, (November 10, 2011), trained 13 staff and conducting one (1) meeting with product managers covering what’s new in Wyoming. Successfully completed one sales mission in Paris, France, (March 11-13, 2012). During 14 appointments, conducted staff trainings and/or product manager meetings, as requested by the clients. Each sales appointment was added to our database as a lead, and 15 staff members were trained. Trainings and product meetings covered Wyoming tourism product currently being offered by tour operators, as well as introductions to lesser known or new product in Wyoming. New product discussed included new flights into our state and nearby gateway cities; public transportation in and to/from Yellowstone National Park; new hotels opening for summer 2012; hotel and destination awards and recognition for achievements; tours, adventures and packages, including Buffalo Bill Historic Center (BBHC) educational tours; environmentally friendly lodging and practices; and cowboy and Native American entertainment venues. Ranches of all types and price points, as well as historic hotels located throughout the state, were covered in addition to itinerary planning.
 - Hosted 26 international Familiarization Tours (FAMs) incorporating lesser known routes, when possible. Included: Afton, Alpine, Atlantic City, Big Horn Canyon, Buffalo, Casper, Cheyenne, Cody, Dayton, Devils Tower, Douglas, Evanston, Fort Bridger, Fort Laramie, Gillette, Grand Teton National Park, Greybull, Guernsey, Hanna, Jackson Hole, Kaycee, Kemmerer, Kirby, Lander, Laramie, Meeteetse, Newcastle, New Haven, Pinedale, Riverton, Rock Springs, Shell, Sheridan, Shoshoni, South Pass City, Sundance, Ten Sleep, Thane, Thermopolis, Wheatland, Wilson, Wind River Reservation, Worland, Wright, and Yellowstone National Park. These FAMs consisted of 76 participants from nine (9) different countries, including international receptive tour operators with offices in the USA.
 - Sponsored regional booths at, and participated in, three (3) trade and consumer shows in Europe: TTG Incontri in Rimini, Italy (October 6-8, 2011); World Travel Market (WTM) in London, England (November 7-9, 2011); and ITB in Berlin, Germany (March 7-9, 2012). TTG produced 40 leads, WTM produced 58 leads, and ITB produced 36 leads. Promotional materials numbering in the thousands were distributed at all three (3) shows. Participated in a Visit USA promotional event at TTG and a Brand USA promotional event at WTM. Sponsored a Brand USA promotional event at our booth at ITB.
 - In the U.S., attended Active America China (May 22-24, 2012) and utilized an interpreter to meet, in-language, with 26 Chinese tour operators and U.S. – based receptive operators who are responsible for most of the outbound Chinese travel to the U.S. Provided tour operators with a Chinese language four-color brochure promoting Wyoming as a premier destination, along with six (6) e-itineraries in Chinese that featured Wyoming. Other U.S. based international shows attended include NAJ Summit West (February 22-23, 2012, Los Angeles area); Go West Summit (February 6-9, 2012, Las Vegas) Rocky Mountain International Roundup (April 29 - May 1, 2012, Buffalo, WY); and International Pow Wow (April 21-25, 2012, Los Angeles) where

meetings with tour operators and receptive tour operators were conducted. Leads from these shows totaled 178.

- Published two (2) regional promotional pieces that were distributed in the German and Austrian markets, for consumer and trade marketing, and sponsored an Italian trade promotion at TTG whose winner received a four (4) day stay in Wyoming with eight additional nights in our region. Sponsored our in-market representatives' participation at 12 consumer shows focused on general leisure tourism in the German, Italian, Benelux and U.K. markets. Funded regional representation at two (2) Visit USA media events in Germany.
- Updated and improved our regional in-language website in Italy. Continued to provide regional websites in French, German and English that are focused on international travelers interested in our region of the U.S.
- Participated in Discover America Australian Expos, February 10-23, 2012. Conducted presentations in Brisbane, Sydney, Melbourne, and Adelaide with 250, 350, 342, and 300 travel agents in attendance, respectively. Sponsored travel media luncheon (50 media) and attended a B2B Event (16 reps from 16 major tour operators) in Sydney. Incorporated New Zealand in this mission where WOT presented to 50 travel agents at Tauranga Expo and participated in the Auckland Expo, which attracted over 350 travel agents. Generated 60 solid industry leads overall in Australia and New Zealand.
- Participated in the 2011 and 2012 Scandinavian Missions, October 19-27, 2011 and February 25-March 5, 2012. At the 2011 Mission, presented to 280 travel agents at the (invitation only) Billund/Team Benns Event. Conducted staff trainings for AR Group (7 staff participated), Foretaksresor (6 staff participated), Team Benns (7 staff participated), Marco Polo/My Planet (6 staff participated), Profil Reiser (3 staff participated), and Billetkontoret (2 staff participated). Participated in the Vagabond Consumer Show, with an estimated attendance of 13,000 plus visitors and the B2B event, which had approximately 25 journalist and trade attendees. Twenty strong leads were collected from this mission. Participated in the Discover America Event during the 2012 Scandinavian Mission. This event was attended by 160 travel agents. Participated in the Reiseliv Travel Fair and the Swanson Travel Event, which hosted over 1,500 U.S. product buyers. Participated in the Discover America Event Copenhagen (160 media). The 2012 Scandinavian Mission generated 12 leads.
- Continued responding to travel industry requests from India, Taiwan (ROC) and China (PRC), as well as other emerging Asian markets. In addition to the Chinese leads listed above, met with 15 Chinese and seven (7) Indian tour operators at international shows and conferences (Go West Summit, International Pow Wow, NAJ Summit West, and World Travel Market). Those numbers are incorporated into the leads for those specific shows. Also, WOT hosted a FAM from China (PRC) for nine (9) Chinese buyers (luxury market), two (2) Chinese marketing reps who work with WOT, two (2) Chinese interpreters and a U.S. based receptive tour operator who works with the Chinese market. (Note: These FAM participant numbers are included in the totals for international FAMs above.) This FAM group traveled, via ground transportation from Salt Lake City airport, through western Wyoming with stops in Evanston, Cokeville, Afton, Jackson Hole, Grand Teton and Yellowstone National Parks. In addition to touring, the group participated in a reception with both trade and political contacts in Jackson, toured various hotels and resorts, and attended a workshop where they met with local hotels, attractions and activities who are interested in doing business with Chinese buyers that work with high-end and government clients.
- Followed the French Mission with a VIP dinner attended by 40 people, most of whom were top trade, media, and airline representatives in France, which reflected all but one of those who received invitations. Hosted an industry reception at ITB that was attended by 49 people who were travel trade and media, primarily from the German speaking markets, as well as some representatives from the western region of the U.S.

- Worked with 988 travel professionals and 514 general consumers during 50 seminars, 12 individual development seminars, and 45 sales calls conducted in the U.S. and Japan, utilizing Fieldstar International, WOT's Japanese marketing representative. A total of six (6) promotional missions were held in the following locations: Los Angeles, Japan, New York, and Las Vegas.
 - Provided in-language marketing and promotional meetings with Japanese travel professionals at three (3) trade shows in Japan and the U.S. Japanese Association of Travel Agents (JATA) /World Travel Fair (WTF), U.S. Travel Association Media Market Place and Go West Summit.
 - Participated in a Japanese language guide, West Magazine, which is used as a promotional piece in Japan and in Japanese communities in the U.S. Contributed to, and distributed in Europe and at international shows in the U.S., the Real America Guide, a regional promotional magazine that is published in English, German, French and Italian.
 - Continued supplying a Wyoming photo CD for worldwide distribution to the travel industry for promotional use.
 - Increased Wyoming's presence at International Pow Wow by purchasing a four-sided, lobby tower (each side 4'w x 10'h) promotional advertisement. Co-sponsored a National Parks Promotional Council promotional package with Jackson Hole Chamber of Commerce and Grand Teton Lodge Company. The package included a presence at the Travelzoo Sky Suite and America's National Park Lounge, two (2) promotional panels above NPPC sponsored internet stations positioned in various places on the show floor, and promotional inclusion in the NPPC booth. Continued sponsoring two (2) Wyoming Office of Tourism logo floor decals designating the Wyoming section of the trade show and participated in a regional effort to showcase our marketing partnership with RMI by providing non-standard aisle carpeting to set our area apart from others attending the show. Purchased a hanging banner featuring WOT's logo, which was successful at directing buyers to the Wyoming section of the convention hall. Organized a cohesive look for the Wyoming delegation, including coordinated furniture and carpeting and hosted a Friends of Wyoming Dinner for 26 clients, in-market representatives and Wyoming suppliers.
6. Maximize Return on Investment (ROI) from participation in travel trade and direct marketing programs:
- Participated in the National Tours Association's (NTA) Annual Convention in Las Vegas, NV (November 5-9, 2011) and American Bus Association's (ABA) Annual Convention in Grapevine, TX (January 6-10, 2012). The shows produced 33 and 29 leads respectively. There were 25 Wyoming tourism business represented at the National Tour Association Annual Convention and seven (7) Wyoming businesses at the American Bus Association Annual Convention.
 - Invited to participate by one (1) of the top Tour Operators in Wyoming and attended Travel Alliance Partners (TAP) trade show for the first time and collected 24 strong leads.
 - Nominated five (5) Wyoming events for the American Bus Association's Top 100 Events in 2012. Grand Teton Music Festival and Buffalo Bill Cody Stampede Rodeo were selected for inclusion in the Top 100 Events for 2012/2013.
 - Created three (3) new itineraries with Domestic Motorcoach Operators from direct requests and assisted four operators that were adjusting routes or adding tourism product. FAM trips were coordinated and arranged for three Domestic Tour Operators that were developing routings for their motorcoach groups.
 - Published advertising in group tour publications ABA Destinations, NTA Courier and Canadian Tour Planner and Operator Guide published by Motor Coach Canada. Published advertising aimed at group markets in Packaged Travel Insider and Pacific Northwest Meeting Planners Guide.

- Promoted Wyoming as a vacation destination to the American Automobile Association (AAA). In total, 233 AAA travel professionals in New Mexico, Oklahoma, Oregon, South Carolina, and North Carolina were educated about Wyoming tourism products.
- Funded the multiyear recruitment plan for attracting RV and Motorcycle Rallies to Wyoming. Approved CAM-PLEX's proposal for funding to attend seven (7) rallies/events: Quartzsite RV Show – Quartzsite, AZ (150,000 attendance); Laughlin River Run – Laughlin, NV (70,000 attendance); FMCA RV Rally – Redmond, OR (4,000 attendance); Street Vibrations – Reno, NV (25,000 attendance); Americade Motorcycle Rally – Washington, DC (50,000 attendance); The Rally – Albuquerque, NM (40,000 attendance).
- Participated in The Americas Meetings and Events Exhibitions (AIBTM) June 20-21, 2012 in Baltimore, MD. The show produced 39 leads overall.

7. Expand Wyoming film-friendly offerings:

- Marketed Wyoming and the Film Industry Financial Incentive (FIFI) program at the Association of Film Commissioners International (AFCI) Locations trade show in Los Angeles, CA which was held in conjunction with the Los Angeles Film Festival and Film Independent. Attended the Convergence Conference in Cody to discuss Wyoming's Creative, Cultural and Historical Resources and to take a look at Wyoming's cultural heritage for the visitor, increase cooperative planning across communities and unite under common goals.
- Leveraged the *Modern Family* premiere with various marketing opportunities including a tourism media buy and sweepstakes promotion. The Wyoming episode of *Modern Family* had 14.3 million viewers and 496 articles equating to \$10.5 million in ad value.
- Hosted a FAM tour starting in Sheridan and ending in Jackson for six (6) film professionals from commercial production to feature film locations managers and independent producers.
- Hosted an additional southeast Wyoming FAM tour in conjunction with the Cheyenne International Film Festival which included independent filmmakers and documentarians.
- Sponsored and attended the Jackson Hole Wildlife Film Festival, the Cheyenne 24 Shoot-Out and the Cheyenne International Film Festival. Participated at the 14th annual Wyoming High School Short Film Festival in Casper and the Wyoming Film Festival in Saratoga.
- Promoted the fifth annual Wyoming Short Film contest to attract independent filmmakers with Wyoming storyline projects. Received 42 qualified submissions and the winning film was posted on the Tourism and Film Office websites along with Film Office social media video channels.
- Provided Wyoming video content for the Jackson Hole Film Festival sponsored Wyoming Filmmaker Showcase which traveled around the state highlighting independent film in Wyoming.
- Purchased advertising in trade publications such as *Kemps*, the Producer's Guild of America (PGA) directory, *Creative Handbook* and IFP.org.
- Contracted with Warehouse 21 for a new Film Office trade show booth highlighting our filmable locations, film incentive program and recent productions that filmed in Wyoming.
- Utilized social media platforms for the Film Office to promote Wyoming production information and opportunities to in-state film crew and also to market the Wyoming Short Film Contest.
- Updated Reel-Scout location photography database to increase overall location count to 584.
- Visited with the Central Wyoming College Film Production Training program during the summer FAM tour introducing the production industry participants to faculty and students.
- Reel Scout project inquiries have continued to increase from 68 assisted productions in FY09 to 96 assisted productions in FY12.
- Film Industry Financial Incentive (FIFI) program approved three (3) projects totaling an estimated \$1,679,568 in Wyoming expenditures. These FIFI projects include:
 - *DJANGO UNCHAINED* – Quentin Tarantino western about a freed slave (Jamie Foxx) turned bounty hunter, estimated Wyoming expenditures \$850,000

- INTREPID OUTDOORS – hunting television series focusing on preserving the rights of hunters to access, enjoy and hunt our public lands, estimated Wyoming expenditures \$465,000
 - THE DREAM FACTORY – ski and snowboard film following some of the world's most progressive snow sports athletes around the world including Jackson Hole, estimated Wyoming expenditures \$364,568
 - Assisted with 96 other production related projects:
 - Still Shoots – 10 catalog projects
 - Commercials – 12 commercial projects
 - Television Series/Episodes – 17 television projects
 - Documentaries – 13 documentary projects
 - Features – 36 feature film projects
 - Other – 8 other projects (Public Service Announcements [PSAs] Corporate Videos, etc.)
8. Make Wyoming more visitor-friendly and easily accessible by providing interpretive travel information and providing quality service:
- In conjunction with the Wyoming Department of Transportation (WYDOT) and the State Historic Preservation Office (SHPO) WOT solicited applications and selected a total of 14 projects to be funded in the upcoming FY13 round of sign grant funding. Projects that have been budgeted for funding include:
 - A total of eight (8) Interpretative signage projects totaling \$92,315.00
 - A total of three (3) Directional signage projects totaling \$19,034.00
 - A total of three (3) Free Form signage projects totaling \$19,131.01
 - In partnership with WYDOT, SHPO and the U.S. Forest Service (USFS), WOT sponsored a series of Interpretive Sign Workshops on April 17th and April 18th, 2011 in Laramie and Casper respectively. A total of 20 people attended the series to expand their knowledge of writing and developing interpretive text for interpretive sign projects.
 - In 2011 WOT conducted a study to evaluate the turnout and sign inventory along Wyoming highways. A total of 23 sites were recommended for future improvement or development in that study. As a result, funding for the Sand Creek Massacre Trail Interpretive Sign and turnout, the first recommended project in this series, has been allocated totaling \$83,499.23.
 - Continued to evaluate and redevelop the Wyoming: Forever Friendly customer service program for the hospitality and tourism industry. Met with representatives from Laramie County Community College and the Wyoming Lodging and Restaurant Association to review the curriculum and implementation process.
 - WOT continues to work with the community of Rawlins to pursue certification as a Certified Tourism Community. WOT staff attended a total of eight (8) local tourism steering committee meetings to provide guidance and feedback throughout the certification process.
 - WOT continues to work extensively with both the Eastern Shoshone and Northern Arapahoe tribes in an effort to develop tribal tourism. In partnership with the State Historic Preservation Office and the U.S. Forest Service, WOT provided a total of \$10,000 for the development of an interpretive plan for the Wind River Reservation and immediate surrounding areas.
 - WOT staff continues to engage in partnerships and collaborative efforts with other state and federal agencies. A member of the industry services department continues to serve on the state Monuments and Markers Advisory Committee (SHPO); the Tribal Monuments and Markers Committee (SHPO); the Scenic Byways Committee (WYDOT); and the REACT Committee, which is comprised of representatives from the following agencies that have interests and responsibilities for delivering recreation services and information to the public: Wyoming Game and Fish Commission, Wyoming Office of State Lands and Investments, Wyoming Department of State Parks and Cultural Resources, Wyoming Department of Transportation, Wyoming

Department of Agriculture, Bureau of Land Management, National Park Service, U.S. Fish and Wildlife Service, and the U.S. Forest Service.

- WOT staff represented the department by sitting on the Art in Public Buildings committee during the year to select artwork for the new Southeast Wyoming Welcome Center. Per statute, 1% of the project budget with a cap of \$100,000 was allocated for public art for the center.
- The Industry Services and Visitor Services Staff conducted outreach by visiting the following communities: Sheridan, Lovell, Casper, Laramie, Lander, Riverton, Fort Washakie, Rawlins, Buffalo, Dubois, Jackson, Evanston, Rock Springs, Green River, and Gillette.
- Ten (10) people were certified through the Destination Marketing Specialist (DMS) program within the following specialist levels: four (4) Outriders; three (3) Wrangler; three (3) Trail Boss. The U.S. Travel Association awarded a three (3) year re-endorsement of the program on April 16, 2012. The DMS testing process was reformatted from an on-site method to a more effective and trackable online format. This controlled access system was tested on May 7, 2012 and proved ready to release.
- Visitation numbers at the state run welcome centers for FY11 and FY12 are finalized below:

Location / Fiscal Year	2011	2012
Cheyenne	91,767	73,413
Sheridan	99,772	90,045
Summit	100,756	97,389
Northeast	62,812	67,263

- The seventh annual training and familiarization (FAM) tour for the state-run Welcome Center personnel was held May 3-7, 2012. The training occurred in Riverton and was followed by a tour through Dubois, Togwotee Pass, Grand Teton National Park, Jackson Hole, Thayne, Afton, Star Valley Ranch, Alpine, Pinedale and South Pass City. The training included customer service, sexual harassment, extreme weather conditions, social media and Destination Marketing Specialist certification testing.
- Consumer Shows continue to engage prospective visitors in two (2) of the primary national campaign markets. The following community partners cooperatively participated in shows and indicated through a post-show survey the desire to continue these engagements and asked for expanded market opportunities in the future:
 - Denver International Sportsmen's Expo: Carbon County Visitor Council, Albany County Tourism Board, Sweetwater County Travel and Tourism, Jackson Hole Chamber of Commerce and Wyoming Game and Fish.
 - Denver RV, Boat and Travel Show: Carbon County Visitor Council and Albany County Tourism Board.
 - Salt Lake International Sportsmen's Expo: Carbon County Visitor Council, Albany County Tourism Board, Sweetwater County Travel and Tourism, Jackson Hole Chamber of Commerce and Wyoming Game and Fish.
- A total of 16 new travel related brochures were approved for distribution in the State Operated Welcome Centers.
- The Northeast Wyoming Welcome Center hosted open houses for National Tourism Week and for the mountain lion artwork unveiling with sculptor David R. Nelson. In addition, presentations were given to three (3) RV groups, three (3) area school field trips and to the Indigenous Riders motorcycle group. The Center was an official stop on the poker run put on for the Sundance High School All Class Reunion, giving past Sundance graduates the opportunity to tour the Welcome Center for the first time. Crook County businesses and Devils Tower participated in the Destination Showcase program.

- The Sheridan Visitor Information Center continued two weekly programs during the summer of 2011. The “Lemonade in the Shade” program has been offered since 2009 and occurs August and September as an outside refreshment station with map and Journal distribution. The Center also provided the popular weekly “Wyoming Wednesdays” program where speakers and presentations engage and encourage visitors to get out and explore different areas of the state.
 - June 8, 2011-Wyoming Game and Fish
 - June 15, 2011- Buffalo Bill
 - June 22, 2011-Wyoming Game & Fish
 - June 29, 2011-U.S. Forest Service AND Smoky Bear
 - July 6, 2011-Sheridan Co. Museum-The Buffalo, Plains Indians Dept. Store
 - July 13, 2011-Joe LaForge, Native American Dancer and Historian
 - July 20, 2011-Patti Adkins. Sheridan Inn Historian and author
 - July 27, 2011-Buffalo Bill Rides Again---Summer Finale!!!
- Toxey-McMillan was selected through an RFP process as the exhibit production and installation contractor for the Southeast Wyoming Welcome Center Interpretive Displays.
- The second annual National Travel and Tourism Week kicked off with the Governor’s proclamation signing and Rally Day May 2, 2012. Events throughout the following week occurred in the five (5) 2012 signature communities of: Rawlins, Evanston, Gillette, Lusk and Jackson. The week culminated with the second annual REACH (Rare and Exceptional Achievements in Customer service and Hospitality) awards ceremony hosted in Evanston. Four (4) statewide awards were given in the categories of: Customer Service Employee of the Year, Customer Service Organization of the Year, Industry Partner of the Year, Destination/Attraction of the Year.

